

Live. And let live.

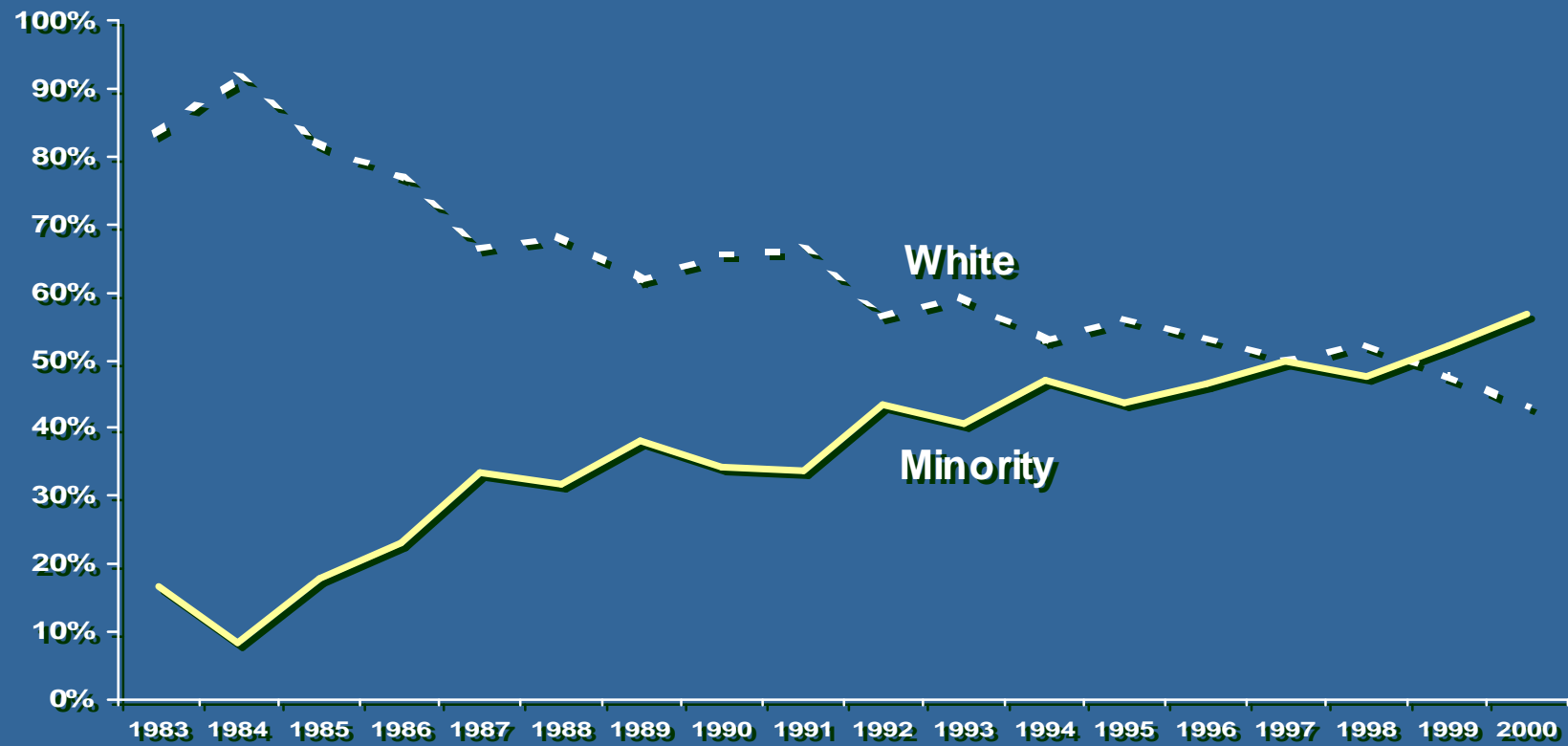
Public Information & Education Campaign

In June 2001, the Wisconsin Division of Public Health launched an HIV testing media campaign targeting African American and Latino communities in Wisconsin.

The following slides summarize a May 24, 2001 web-based orientation to the media campaign for staff from Wisconsin HIV counseling and testing services sites.



Percentage of HIV infections reported by race/ethnicity and year of report



Wisconsin data, cases reported through December 31, 2000.

Wisconsin AIDS/HIV Program, 1/15/01

Purpose of the Campaign

- Destigmatizing HIV testing in African American and Latino communities in Wisconsin
- Increasing awareness of the benefits of testing
- Using the campaign as a tool to promote testing to those at risk

Current HIV Prevention Initiatives for Wisconsin Community of Color

- HIV testing in minority CBOs
- African American Task Force
- Hispanic Task Force
- Faith community initiatives

Campaign Expectations

- Increasing community acceptance of testing
- Staff use of materials to reach persons at risk

Live. And let live.

Marketing Campaign Products

- Series of posters
- Series of postcards
- 2 brochures
- 3 radio PSAs
- Transit ads
- Small newspaper print ads
- Community education kit

Key Informant Interview Findings

A primary fear is social stigma.

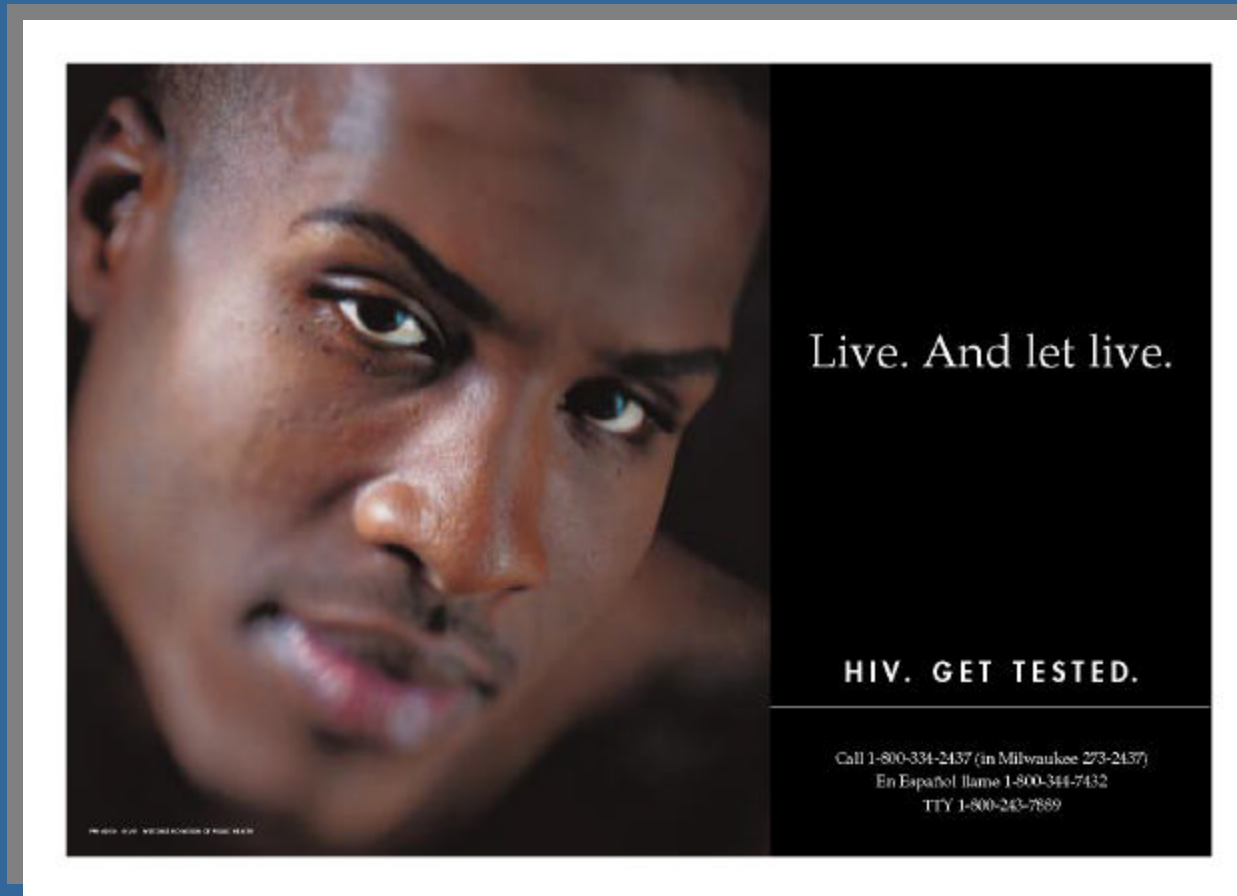
A media campaign should:

- Show healthy people
- Provide positive reasons to get tested
- Let people see themselves in the ads
- Be upbeat, optimistic, blunt and to the point
- Not use scare tactics

Campaign Theme

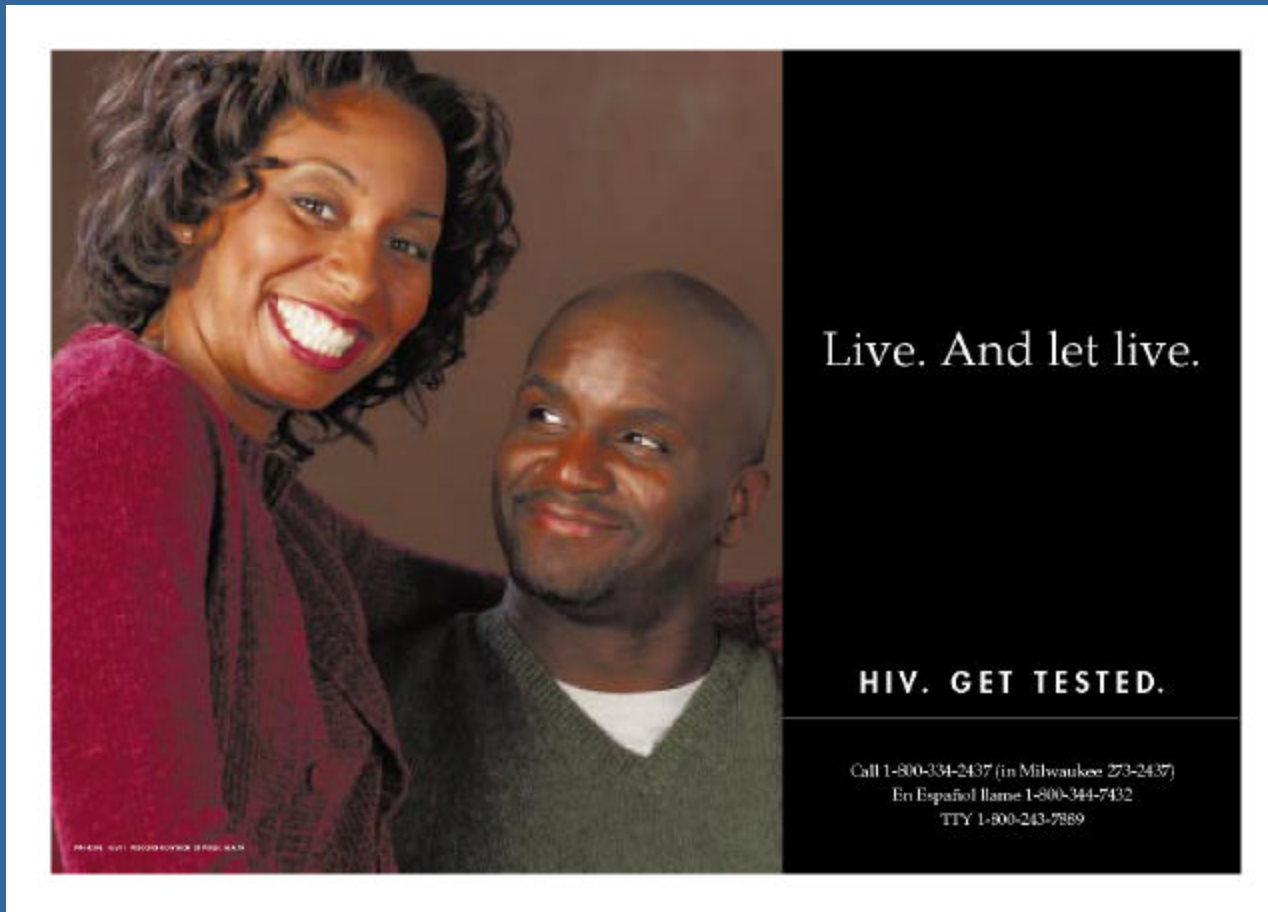
- Campaign slogan
“Live. And let live.”
- Call to action
“HIV. Get tested.”

Sample Campaign Poster



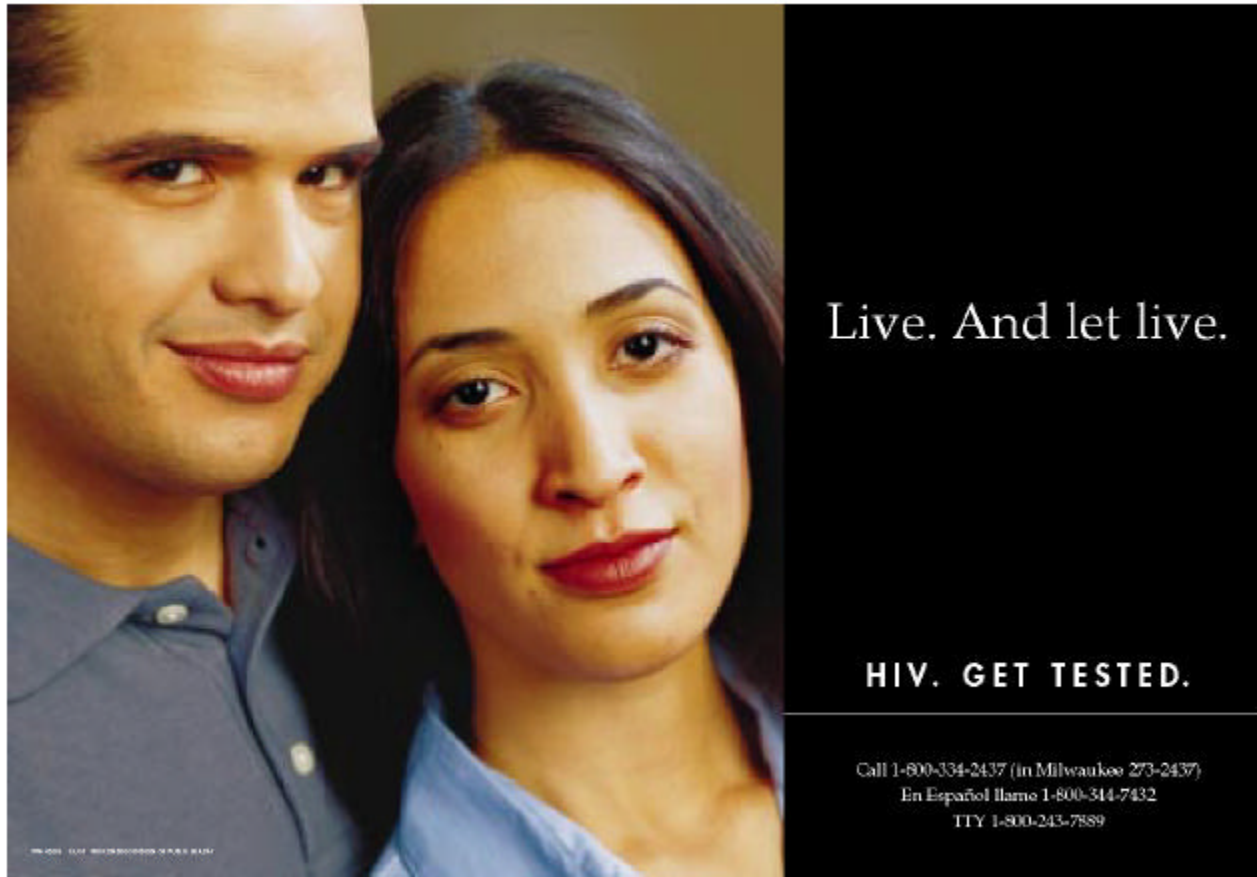
Dimensions: 26" x 18"

Sample Campaign Poster




For distribution at community centers, health care clinics, faith based centers, public places, etc.

Sample Campaign Poster



Two versions: English and Spanish

Sample Campaign Poster (Spanish)



Vive. Y deja vivir.

VIH. HAZTE LA PRUEBA.

En inglés 1-800-334-2437 (en Milwaukee 273-2437)
En español 1-800-344-7432
TTY 1-800-243-7869

Sample Campaign Poster

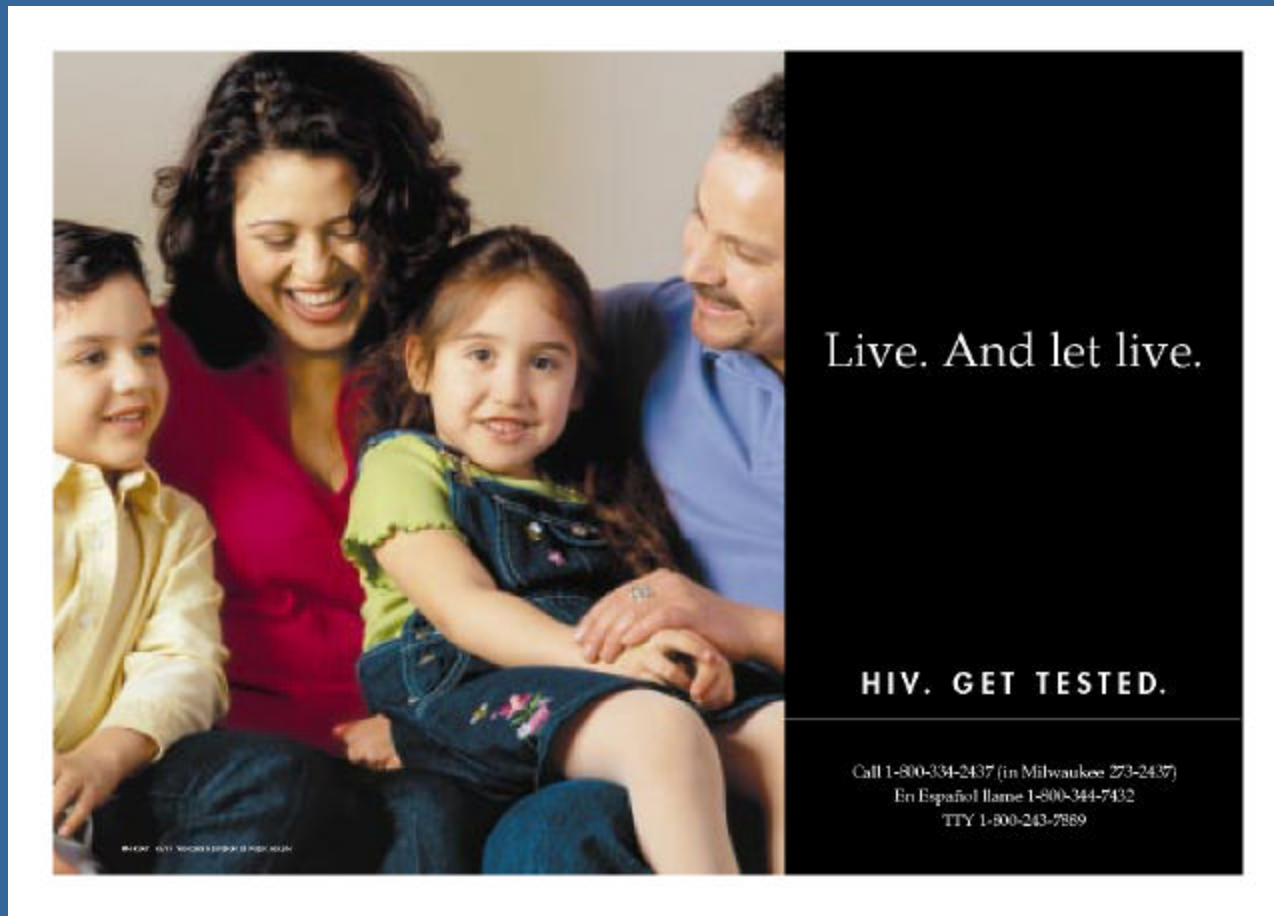


Live. And let live.

HIV. GET TESTED.

Call 1-800-334-2437 (in Milwaukee 273-2437)
En Español llamo 1-800-344-7432
TTY 1-800-243-7889

Sample Campaign Poster



Two versions: English and Spanish

Sample Campaign Poster (Spanish)



Vive. Y deja vivir.

VIH. HAZTE LA PRUEBA.

En inglés 1-800-334-2637 (en Milwaukee 273-2137)
En español 1-800-344-7432
TTY 1-800-243-7889

Campaign Brochure

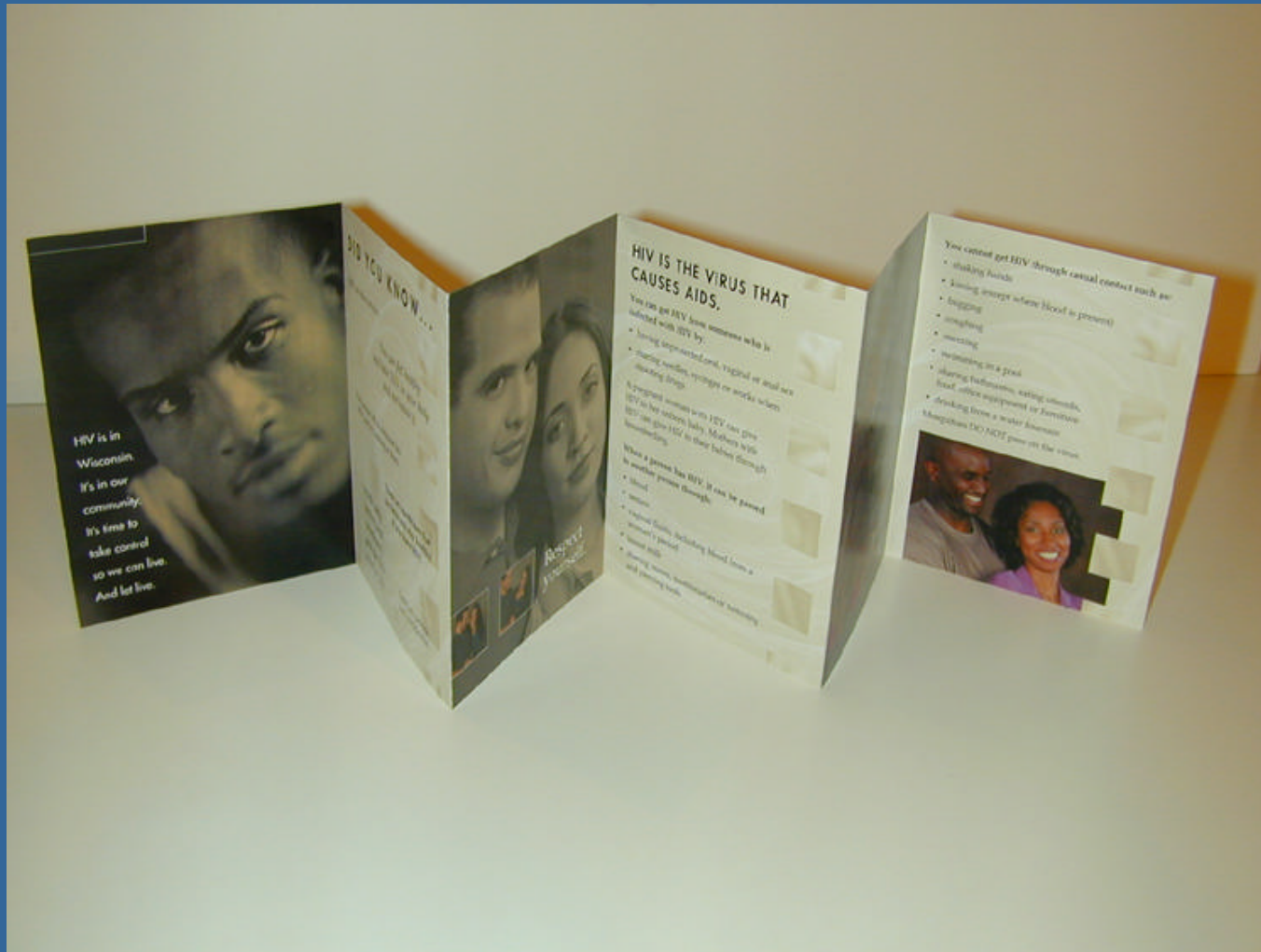


- Topics
- Dimensions
- Original photography

Brochure



Brochure



Spanish Brochure

- Three folds
- Brochure cover change
- Modifications to text



Postcard



Dimensions: 4" x 6"

Two-sided

Postcard



Live. And let live.

Back Side of Postcard

RESPECT YOURSELF.

You can get HIV from someone who is already infected with the virus by:

- having unprotected oral, vaginal or anal sex,
- sharing needles, syringes or works when shooting or snorting drugs.

Early testing and treatment can help you live. And let live.

Tests are private and confidential.



HIV. GET TESTED.

PROTECT YOURSELF.

**You can find out more
about HIV infection, the HIV
test and ways to keep yourself
safe by calling:**

1-800-334-2437 (in Milwaukee 273-2437)

En Español llame 1-800-344-7432

TTY 1-800-243-7889

Postcard



Live. And let live.

Back Side of Postcard

YOU CAN FEEL AND LOOK HEALTHY AND STILL HAVE HIV IN YOUR BODY.

You can get HIV from someone who is infected and pass it on by:

- having unprotected oral, vaginal or anal sex,
- sharing needles, syringes or works when shooting or snorting drugs.

A pregnant woman with HIV can give it to her unborn baby.

Early testing and treatment can help you live. And let live. Do it for you and the ones you love.



HIV. GET TESTED.

**You can find out more
about HIV infection, the HIV
test and ways to keep yourself
safe by calling:**

1-800-334-2437 (in Milwaukee 273-2437)

En Español llame 1-800-344-7432

TTY 1-800-243-7889

Initial Media Campaign “Flight”

- Milwaukee
 - 8 week duration
 - Buses, minority newspapers, minority radio stations or programs
- Madison
 - 4 weeks duration
 - Minority newspapers, minority radio stations or programs

Media Campaign - Radio PSAs

- 60 second African American rap song
- 60 second Spanish song
 - in English
 - en español
- Radio stations
 - Milwaukee - Reach and Frequency
 - Madison

Media Campaign - Print Advertising

- Internal Busboards
 - Milwaukee - 8 weeks
- Small format ads
 - Minority publications

Ordering Information

"HIV. GET TESTED." CAMPAIGN STOCK SHEET

"Live. And Let Live." • Full-color posters: 26" x 18" (English)

PPH 42000

PPH 42006

PPH 42007

PPH 42008

PPH 42009

"Live. And Let Live." • Full-color posters: 26" x 18" (Spanish)

PPH 42005

PPH 42007S

"Live. And Let Live." • Full-color brochures: 4.5" x 6"

SPANISH: PPH 42013

ENGLISH: PPH 42011

"Live. And Let Live." • Postcards 6" x 4.5"

Discusses infection, prevention and testing. Provides phone numbers.

PPH 42012

PPH 42014

PPH 42015

WISCONSIN AIDS/HIV PROGRAM ORDER FORM

Item	Publication #	Quantity
Live. And Let Live Posters		
Let Live African American Family Poster	PPH 42000	
Let Live Hispanic Family Poster - English	PPH 42007	
Let Live Hispanic Family Poster - Spanish	PPH 42007S	
Let Live African American Couple Poster	PPH 42006	
Let Live Hispanic Couple Poster - English	PPH 42009	
Let Live Hispanic Couple Poster - Spanish	PPH 42009S	
Let Live African American Male - Poster	PPH 42010	
Live. And Let Live Brochure		
Let Live Brochure - English	PPH 42011	
Let Live Brochure - Spanish	PPH 42013S	
Live. And Let Live Postcards		
Let Live African American Male Postcard	PPH 42012	
Let Live African American Couple Postcard	PPH 42013	
Let Live Hispanic Family Postcard - English	PPH 42014	
Let Live Hispanic Family Postcard - Spanish	PPH 42014S	
Live. And Let Live Community Education Kits	PPH 42018	(limit to 1)

To order materials, fill in the quantity request column above and the information requested below.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: (_____) _____

Mail or fax your request to the following: Wisconsin AIDS/HIV Program • Division of Public Health
P.O. Box 2699 • Madison, WI 53701-2699 • Telephone: 608-266-2906 / Fax: 608-266-2496

WIS 42018 01/02

- Use order form
- Fax to 608-266-2906 or send to address listed

Community Education Kit

- For use by community leaders
- Describes key concepts re: AIDS/HIV
- Provides fact sheets, resource lists, etc.
- Available mid-summer

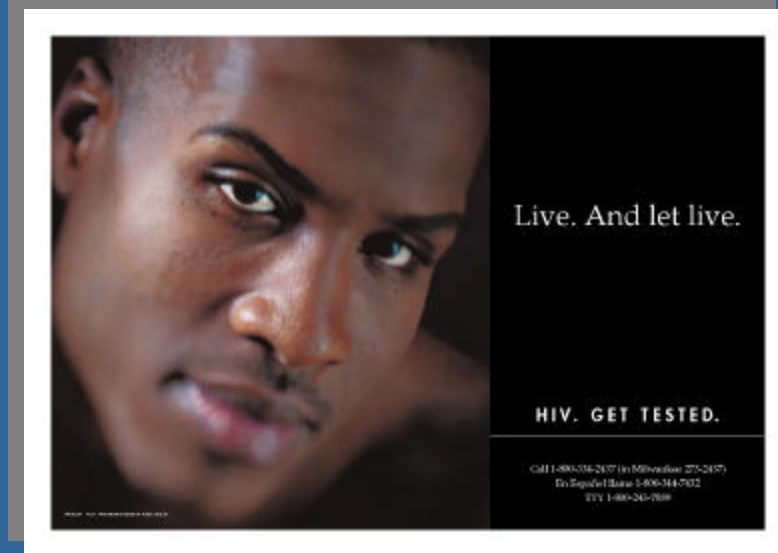
Anticipated Impact of the Campaign

- Increased testing at public testing sites, including increased low risk testing
- Changing attitudes within the communities
- Developing support for more targeted interventions

National Testing Day

June 27, 2001

- Helps raise awareness annually
- Provides information and ideas on community outreach
- Internet website: www.nhtd.org



**For additional information or questions,
please contact:**

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608.267.3583

krchnka@dhfs.state.wi.us